

**In the Claims:**

41. (Amended) A system for generating digital advertisements, the system comprising:

a processor;

a computer readable medium coupled to the processor; and software stored on the computer readable medium and adapted to be executed by the processor to:

generate a plurality of advertisement objects, each of which includes data elements associated with scheduling and display of one of the digital advertisements;

generate an identifier object having data elements identifying ones of the advertisement objects for use in selecting ones of the digital advertisements for display; and

link image objects containing image information associated with the digital advertisements to the advertisement objects.